

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gerber Childrenswear, Inc.		02/01/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kellwood Company		
Street Address:	600 Kellwood Parkway		
City:	Chesterfield		
State/Country:	MISSOURI		
Postal Code:	63017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 22			
Property Type	Number	Word Mark	
Registration Number:	2615158	ALL IN ONESIES	
Registration Number:	2521713	ALWAYS BABY	
Registration Number:	2693620	BALLOON FUN	
Registration Number:	2666232	BUNDLE OF LOVE	
Registration Number:	2983833	CUDDLE COTTON	
Registration Number:	2713418	EZ-COVER	
Registration Number:	2711179	FUNSIE ONESIES	
Registration Number:	1178254	FUNZIES	
Registration Number:	1369152	NEW BEGINNINGS	
Registration Number:	2807342	NOD POD	
Registration Number:	2549557	ONESIES	
Registration Number:	1292981	ONESIES	
Registration Number:	2669547	PRINTSTUFF	
Registration Number:	2935350	STROLLERSAC	

CH \$565.00 2615158

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TRADEMARK
REEL: 003747 FRAME: 0804

Registration Number:	2423158	SWEET EXPECTATIONS
Registration Number:	2632341	TENDER EXPRESSIONS
Registration Number:	1605634	TINY TOES
Registration Number:	1679885	TINY TOES
Registration Number:	1372729	TWOSIES
Serial Number:	78449824	BEGINNINGS THE BEST PLACE TO START
Serial Number:	78556162	FIRST. RIGHT . . . FROM THE START
Serial Number:	78832190	SHOULDN'T THEIR CLOTHES BE AS CUTE AS THEY ARE?

CORRESPONDENCE DATA

Fax Number: (314)231-4342

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 314-231-5400

Email: kbastunas@senniger.com

Correspondent Name: Paul Fleischut- Senniger Powers LLP

Address Line 1: One Metropolitan Square, 16th Floor

Address Line 4: St. Louis, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	KLD 9892:PIF/KSB
NAME OF SUBMITTER:	Paul I. J. Fleischut
Signature:	/paul fleischut/
Date:	03/27/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Gerber Childrenswear, Inc., a Delaware corporation, with offices at 7005 Pelham Road, Greenville, South Carolina 29615, ("Assignor") is the owner of all right, title and interest in and to the trademark registrations and applications set forth on Exhibit A attached hereto and made a part hereof (the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Kellwood Company ("Assignee"), a Delaware corporation, with offices at 600 Kellwood Parkway, Chesterfield, Missouri 63017, desires to acquire all right, title and interest in and to the Trademarks together with the goodwill of the business connected with and symbolized by the Trademarks.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee the entire right, title and interest in and to:

The trademarks, trademark registrations and pending applications thereof, all of which are listed on Exhibit A attached hereto and made a part of this Assignment, together with the full and exclusive benefit thereof, the goodwill of the business associated therewith, and all causes of action, past, present and future for infringement or unfair competition with respect thereto and all licenses relating thereto.

IN WITNESS WHEREOF, this Assignment is made effective this 1st day of February, 2008.

"ASSIGNOR"

GERBER CHILDRENSWEAR, INC.

By: 

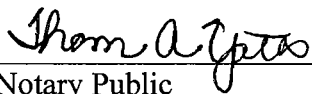
Thomas H. Pollihan

Senior Vice President, Secretary and
General Counsel

STATE OF MISSOURI)
)
COUNTY OF ST. LOUIS)

On this 1st day of February 1, 2008, before me, the undersigned Notary Public, personally appeared Thomas H. Pollihan, known by me to be the person whose name is subscribed to the within instrument and an officer of Gerber Childrenswear, Inc., duly authorized to execute this Assignment on behalf of Gerber Childrenswear, Inc., and who signed and executed the foregoing instrument on behalf of Gerber Childrenswear, Inc.

Given under my hand and seal of office this 1st day of February, 2008.



Notary Public

My commission expires:



THOM A. YATES
My Commission Expires
December 13, 2008
St. Louis City
Commission #04408065

EXHIBIT A

GERBER CHILDRENSWEAR, INC.
TRADEMARK REGISTRATIONS

UNITED STATES

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
ALL IN ONESIES	2,615,158	09/03/2002
ALWAYS BABY	2,521,713	12/25/2001
BALLOON FUN	2,693,620	03/04/2003
BUNDLE OF LOVE	2,666,232	12/24/2002
CUDDLE COTTON	2,983,833	08/09/2005
EZ-COVER	2,713,418	05/06/2003
FUNSIE ONESIES	2,711,179	04/29/2003
FUNZIES	1,178,254	11/17/1981
NEW BEGINNINGS & Design	1,369,152	11/05/1985
NOD POD	2,807,342	01/20/2004
ONESIES	2,549,557	03/19/2002
ONESIES & Design	1,292,981	09/04/1984
PRINTSTUFF	2,669,547	12/31/2002
STROLLERSAC	2,935,350	03/22/2005
SWEET EXPECTATIONS	2,423,158	01/23/2001
TENDER EXPRESSIONS	2,632,341	10/08/2002
TINY TOES	1,605,634	07/10/1990
TINY TOES	1,679,885	03/17/1992
TWOSIES	1,372,729	11/26/1985

GERBER CHILDRENSWEAR, INC.
PENDING TRADEMARK APPLICATIONS

UNITED STATES

<u>TRADEMARK</u> <u>DATE</u>	<u>APP. NO.</u>	<u>FILING</u>
BEGINNINGS . . . THE BEST PLACE TO START	78/449,824	07/13/2004
FIRST . . . RIGHT FROM THE START.	78/556,162	01/28/2005
SHOULDN'T THEIR CLOTHES BE AS CUTE AS THEY ARE?	78/832,190	03/08/2006